

# Information Design

- [Communication strategy](#)
- [Advertising and campaign](#)
- [Infographics](#)
- [Print production and prepress](#)
- [ID \(Instructional design\)](#)
- [Copywriting](#)

# Communication strategy

A communication strategy is the critical piece bridging the situation analysis and the implementation of a social and behavior change communication (SBCC) program. It is a written plan that details how an SBCC program will reach its vision, given the current situation. Effective communication strategies use a systematic process and behavioral theory to design and implement communication activities that encourage sustainable social and behavior change.

# Advertising and campaign

# Infographics

# Print production and prepress

# ID (Instructional design)

# Copywriting